



**NEWSLETTER  
FEBRUARY 2017**



**NORTHFIELD  
shopping**

**Sainsbury's**



**COMING TOGETHER,  
KEEPING TOGETHER,  
WORKING TOGETHER.**



# Editorial

This is the first newsletter of the new BID term, with our new strapline of 'Coming Together, Keeping Together, Working Together'.

The BID Board and its Management team will be working hard during its second term to facilitate and implement the BID's four priorities, 'Improve', 'Protect', 'Promote' and 'Campaign' for a safer, cleaner and improved Northfield Town Centre.

Although the BID Management Team reduced its staffing numbers, it has gained immensely with the employment of Tony Adams, who is now working on the town centre over a 5-day week spread across 30 hours a week (as to his previous 10 hours a week). Tony comes to the BID with experience of working for the previous Northfield Town Centre Partnership and background in transportation services, environmental services and event management - I would have to say that Tony is a 'Jack of all trades!'

Please make sure that you read his articles on pages 4 and 5 to find out more about Tony and his new role within the town centre as the BID Operations Support Officer.

You have said that you would like to see more of a presence from the BID's High Street Security. We have listened! High Street security patrols increased from November 2016. As a result of the increased presence, the role has assisted in dealing with a lot more high street security issues and has provided a reassuring presence on the high street for your business, staff and customers.

Since our last newsletter, **#TeamNorthfield** has been working with partners in developing an operational plan for Year 1 of BID2. We are exploring a number of projects that aim to fulfil the priorities outlined within the BID2 Business Plan.

Please feel free to contact me or any other member of the team if you wish to discuss any of the projects and initiatives detailed within the business plan.

You can obtain a copy of the business plan from the BID office (based at Northfield Baptist Church) or download a copy from <https://northfieldbid2.wordpress.com/2016/04/28/bid2-renewal-business-plan-for-northfield-town-centre-2017-2021/>



**Marcia Greenwood,**  
Northfield BID Town Centre Manager

## Contact us

To get involved with any of our projects or think that you have a new project idea to fill in the gaps or add 'additionality' to BID services, please contact us.

### ▶ Marcia Greenwood

**BID Town Centre Manager**

📞 07921 818 828

✉ [m.greenwood@visitnorthfield.co.uk](mailto:m.greenwood@visitnorthfield.co.uk)

### ▶ Tony Adams

**BID Operations Support Officer**

📞 07809 904 925

✉ [tony.adams@visitnorthfield.co.uk](mailto:tony.adams@visitnorthfield.co.uk)

### ▶ Matt Beard

**BID High Street Security Manager**

✉ [m.beard@visitnorthfield.co.uk](mailto:m.beard@visitnorthfield.co.uk)

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# New Northfield Leisure Centre

Built on behalf of Birmingham City Council in partnership with Birmingham Community Leisure Trust on the site of the original pool, the new Northfield Leisure Centre will provide a comprehensive leisure centre, including:

- 6 lane 25m swimming pool
- 12m x 7m learner pool
- Family / Group Village style changing
- 80 station fitness suite
- Dance studio
- Community room

ISG Construction Ltd are the principal contractor for the construction of the new Northfield Leisure Centre. As an associate member of the Considerate Constructors Scheme, ISG are committed to providing a first class service.



*View of cleared site*

They are also extremely passionate about ensuring daily operations cause minimum disruption to the local community during works and have opened up various ways of communication with the local residents.

- They provide a monthly newsletter confirming what has been completed so far and the tasks ahead.
- A notice board has been erected on the site hoarding by the main gates.
- They are in the process of setting up a scheme website.
- They facilitate monthly drop-in meetings on the first Friday of every month where anyone who is interested in the works can drop in and ask questions.
- They will shortly cut vision panels in to the hoarding to allow pedestrians to see what they are up to.
- They are working on projects with local schools.

Work on the £7.9m project commenced in September 2016 and completion of the demolition phase, including removal of the old pools and its foundations was completed at the end of November.

During December the brick and concrete rubble was crushed for re-use on site as a mat on which the new leisure centre will be built.



*Excavation of basement plant room*

On the theme of re-using and recycling, the metal recovered from the old building was sent away to be recycled and the timber sent to be chipped and used as bio-fuel. As far as possible throughout the project the aim will be to divert as much waste as possible from landfill.

The construction of the concrete parts of the new building has just commenced and will continue over the forthcoming months, after which the steel frame for the first floor and roof will be erected.

While construction of the concrete elements is ongoing it may appear that little work is happening but ISG will be working hard behind the hoarding to deliver the new leisure centre as soon as they can.

# Howdy Partners...

After many years, back and forth between the Northfield Town Centre Partnership and Birmingham City Council, I'm finally back on the Town Centre, working for Northfield BID.

Having previously worked within the Town Centre back in June 2006 as their Town Centre Warden (working in partnership with Birmingham City Council and the Northfield Town Centre Partnership), until the funding expired in 2010.

I returned briefly back to the town

in 2012 as the BID Caretaker (on a contractual basis). I have now returned back to Northfield as the BID's Operations Support Officer.

My new role as Operations Support Officer is varied here at Northfield BID with my duties being split between the caretaking work on the town centre and assisting the Town Centre Manager providing office and operational support.

So on any given day, I could be removing graffiti and tags from

business premises and street furniture from within our Town Centre, assisting traders with 'handyman' types of jobs to organising events for the Town Centre.

I am currently working to my operational plan for the start of the BID2 term and have been tasked with facilitating many town centre projects.

To date, I have made good progress on the projects that I have been assigned to, namely weed control programme of works, retail radio operations, business

## Markets and Events 13th April - 'Save the date!'

We are looking at putting on some Easter activity on Prices Square that will compliment the activities that Northfield Shopping Centre will be hosting within their centre. Northfield Shopping Centre will

have a Easter bonnet or decorate a chocolate egg station. There will also be a roaming Easter bunny encouraging shoppers to take part in the **#NorthfieldBunnySelfie!**

## Retail Radio Link

Since I have started work with Northfield BID as Operations Support Officer, I have been monitoring the radio link and will be making some operational changes to enhance the overall retail radio experience.

I have taken over the operational side of the Radio link from our High Street Security Manager, Matt Beard, however he will continue to provide maintain the strategic part of the setup.

I will be working closely with Matt and MRS Communications to ensure smooth operation of any enhancements.

## Keep Britain Tidy

MacDonald's are 'IN' and will be Keep Northfield Tidy on Sunday 12th March.

We are planning a 'Keep Britain Tidy' event on 3rd March so if you or your organisation would like to help out please contact me.

## You said, we listened!...

During our campaign for BID 2, you said you wanted us to provide a diverse shopping experience within the town centre.

We have listened and we are looking at staging regular markets within the Town Centre and are currently in negotiation with organisations to make this happen.

So watch this space for further information. If you would like a stall in the future, then please contact me.

Also, we are looking at the feasibility of trialling a mobile butcher within the town centre and would like to invite your comments on this by emailing me before Friday 31st March 2017.



engagements and organising markets and events. I also work closely with our High Street Security Manager, giving assistance when required.

I will be out to visit you all very soon and look forward to meeting you all once again.



**Tony Adams**  
BID Operations Support Officer



## High Street Maintenance - Progress so far

I have been busy keeping up to date with the issues on the town centre and I'm getting there although the weather is hampering some activity such as graffiti removal and weed control - rest assured, I will be tackling these as soon as the elements permit.

So, between 1st January to 10th February 2017, I have carried out the work detailed in the graphics (below) within the town centre.




I have also undertaken two monthly High Street Inspections with the Amey Highways Inspector, who has subsequently reported several defects throughout the BID area with several lots of remedial works being carried out.

**Just imagine what our Town Centre would look like if the BID did not provide this service!**

### Contact me

Should you want to have a chat about the work I am doing, or you need to discuss any projects or areas of concern, please don't hesitate to get in touch.

 07809 904 925

 [tony.adams@visitnorthfield.co.uk](mailto:tony.adams@visitnorthfield.co.uk)

## Another offender off our streets!

Thanks to the partnership work of the Northfield BID, West Midlands Police, businesses and Store Security on the Town Centre, a violent offender who thought they would be able to commit crime within Northfield Town Centre is now behind bars for a 12 week stretch!

The offender, who thought that they could steal £21 worth of goods from B&M was handed a 12 week sentence due to the quick acting of B&M store staff, the BID's High Street Security, other shop security officers and BID Operations Support Officer.

The retail radio played an instrumental part in communicating and calling for assistance from other stores which assisted in the offender being identified and detained.

He was subsequently sentenced on 8th February 2017. This sends a clear message that Northfield Town Centre is not the place for offenders to have an easy ride in committing their criminal acts and that regardless of value of goods taken.

We will always support West Midlands Police and our BID levy payers in holding the people responsible for their losses to account and support them through the prosecution.



**Matt Beard**  
BID High Street Security Manager

# Northfield House, to become vibrant community space

After eighteen months of discussions with Birmingham City Council, Northfield Stakeholders' Group have successfully agreed a lease for the vacant offices on Price's Square to become used as a hub to benefit the Northfield community.

Northfield Stakeholders' Group (NSG) is a community-led forum which involves key leaders from across the District to work collaboratively for the good of the area. The BID make up one of the key components of the group, alongside churches, schools, charities, businesses, community groups, the police, our MP and cross-party councillor support. It was set up over 3 years ago in response to the challenging financial climate which businesses, charities and the Council are all operating under, and seeks to think strategically and innovatively about ways to benefit the area.

Chaired by Rev. Dave Tubby, the Minister of Northfield Baptist Church, (NBC) the group has pushed hard to champion the local area in the face of cuts to services and facilities, and has had success with a number of projects.

However, this one will help bring footfall and vibrancy back to a suite of offices which has been empty for over 6 years right in the heart of Northfield. It will be managed by Northfield Community Partnership (NCP), a well-known, local charity, and the space will be used as a base for local charities offering such services as welfare, debt, mental health, family support.

It will also provide space for start-up businesses to be based from and give advice on how to write a CV whilst providing coaching opportunities for those seeking employment.

Dave said "This is a fantastic opportunity to help see a vacant building come to life and be used to support the people of Northfield. We hope that this will help encourage more people to come into Northfield and take advantage of the services and shops that are in the area.

"There is a lot which needs to be done in the building, so if you know of any businesses who would be happy to donate office furniture, decorating equipment or want to help a local community project get off the ground, we would love to hear from them."

**Any organisation which seeks to support the area is welcome to be involved in NSG. For more information or to offer any help in any way, get in touch with Dave on [minister@northfieldbaptist.org.uk](mailto:minister@northfieldbaptist.org.uk) or on 0121 476 7389.**



*Rev. Dave Tubby (NBC, NSG) and Rebecca Debenham (NCP)*

# Grotto visitors raise thousands for premature baby charity



**Birmingham Women's NHS Foundation Trust Charities**  
Registered Charity No.1089035

Northfield shoppers have helped to raise more than £4,000 for a dedicated neonatal charity, after more than 1,000 children visited Santa's Grotto at the town's shopping centre.

Between Saturday, 26 November and Christmas Eve, parents and their children had the chance to meet Santa and his elves at Northfield Shopping Centre, whilst showing their support for Birmingham Women's NHS Foundation Trust's Tiny Babies Big Appeal.

Adam Meade, Northfield Shopping Centre manager, said he was absolutely delighted to be able to donate such a fantastic amount to the neonatal charity on behalf of the town's generous shoppers. "We had a brilliant time at the centre during the Christmas period and everyone enjoyed meeting Santa and his elves at Northfield's grotto," he said.

"This is the first year the centre has donated the proceeds from the grotto to charity and as we have previously teamed up with Bournville College for the Tiny Babies Big Appeal, we thought this was the perfect opportunity to continue our support and we are so pleased to have raised £4,442," Adam added.

"Over the festive season, we had some amazing feedback from Northfield families about how fantastic our grotto was and how Santa made a real effort to take selfies with shoppers passing by and staff from the centre, so we are extremely excited to get planning for Christmas 2017. Plus, we would like to

say a huge thank you to everyone who visited the grotto and made a donation to the Tiny Babies Big Appeal."

The appeal, which funded the opening of the £7m Neonatal Unit at Birmingham Women's Hospital in 2010, is dedicated to caring for sick and premature babies and is aiming to raise further funds for vital equipment and staff.

Eileen Rock, Fundraising Manager at Birmingham Women's NHS Trust, said she was thrilled to receive such a generous donation from Northfield Shopping Centre. "One in ten babies born at the hospital require Neonatal Care. The funds raised will be used to help purchase much needed medical equipment to help our staff care for premature, sick babies and their families. Many local families use the

Neonatal Unit at Birmingham Women's Hospital. For so many shoppers to take part in raising thousands for our charity is just incredible and we can't thank them enough for their donations."

**Northfield**  
SHOPPING CENTRE



# Heads Up! - Increased Parking Enforcement

You may be aware that Birmingham City Council, Parking Enforcement has recently stepped up its patrols within the Town Centre, and have started to issue parking tickets to drivers that have parked in the 'limited waiting' bays beyond their permitted time.

The possible consequences to drivers staying beyond their permitted time could deter other visitors and customers to the Town Centre from visiting Northfield, and instead take their custom to other neighbouring competing local centres such as Longbridge or Selly Oak.

Balancing the demands for parking and the needs of residents, visitors, businesses, disabled people and shoppers is vital to the success of Northfield Town Centre, and Parking Enforcement officers are vital to the success of the town as not only do they help your customers visit your business, but also help your delivery drivers deliver goods to your business as they will no longer have to double park, and in some places cause queues that back up to junctions that can endanger pedestrians.

'Love them or loathe them', parking enforcement operations is an effective way in supporting, delivering and achieving the needs and demands of the Town Centre in order to support the local business community.

## Considerate Parking for Northfield Town Centre - the do's and the don't's

Below are some basic tips of what you can and cannot do when advising your customers and staff when parking their vehicle within the Town Centre, in order to avoid a parking ticket:

### Do...

- Check/watch for the signs – check the times when parking is allowed
- Read the information on the pay and display machines
- Park safely at schools
- Respect residential parking restrictions
- Park fully within the markings of the bay
- Check that the bay is not suspended
- Check that your ticket or blue badge is properly displayed before you leave your vehicle
- Before parking on a single yellow line, check the time plate allows you to do this

### Do not...

- Park indiscriminately, inconsiderately or illegally
- Park all day in a limited wait bay – check the maximum time you are allowed to park as it can stop other customers visiting Northfield from using the parking space.
- Park on double yellow lines anytime day or night
- Park in a loading bay without loading or unloading
- Load or unload during restricted times
- Park without making payment at the pay and display machine
- Leave your vehicle unlocked to go and get change for the pay and display machine
- Park in a taxi bay or at a bus stop
- Park in a disabled persons bay without a blue badge







# Additional Car Parking

The Town Centre is fortunate to have an additional five car parking areas.

## 1 LOCKWOOD ROAD CAR PARK

Lockwood Road, B31 2WD

### Charging hours:

Monday to Sunday, 8am to 6pm except Christmas Day, Good Friday and Bank Holidays

Opening hours: 24/7

No of spaces: 19

Pay & Display - Charges:			
Mon - Sat		Sunday	
Up to 2 hrs	£1.00	Up to 4 hrs	£1.00
Up to 3 hrs	£1.50	Up to 10 hrs	£2.00
Up to 4 hrs	£2.00		
Up to 10 hrs	£4.00		

## 2 HERBERT AUSTIN CAR PARK

Sir Herbert Austin Way, B31 2NG

### Charging hours:

Monday to Sunday, 8am to 6pm except Christmas Day, Good Friday and Bank Holidays

Opening hours: 24/7

No of spaces: 49

## 3 NAPIER CAR PARK

Church Road, B31 2JU

### Charging hours:

Charges apply at all times.

Opening hours: 24/7

Number of spaces: 15

Pay & Display - Charges:			
Monday to Sunday			
Short Stay		Long Stay	
Up to 2 hrs	£1.00	Up to 6 hrs	£4.00
Up to 3 hrs	£1.50	Up to 8 hrs	£6.00
Up to 4 hrs	£2.00	Up to 12 hrs	£8.00

## 4 EXCEL CAR PARK

Rear off Women's Aid/Heron Foods, Bristol Road South

### Charging hours:

Charges apply at all times.

Opening hours: 24/7

### Pay & Display - Charges:

Monday to Sunday, inc' Bank Holidays

0 - 1 hrs	£0.50
1 - 2 hrs	£1.00
2 - 3 hrs	£1.50
3 - 4 hrs	£2.00

## 5 NORTHFIELD SHOPPING CENTRE

Awarded with a ParkMark Award for its car parking safety and security measures, Northfield Shopping Centre can offer approximately 650 parking spaces for customers, visitors and staff who shop, visit and work within the Town Centre. The car park is situated over two levels with one enclosed and two open-air.

There are two entrances and two exits, accessible from Bristol Road and Church Road. The car park is Pay at Meter and accesses to the shopping centre via stairs or lift.

A car wash and valeting service is available priced at £5 for a wash and £15 for a full valet.

### Pay at Meter - Charges:

Monday to Sunday, inc' Bank Holidays

Up to 2 hrs	£1.00
Up to 3 hrs	£1.20
Up to 4 hrs	£1.40
Up to 5 hrs	£3.00
Over 5 hrs	£5.00



# and finally...

## Nigel Peardon 'retires'

It is with mixed emotions that the BID accepted the announcement that Nigel Peardon decided to retire from Northfield BID and all things relating to BIDs to take on new and different challenges.

Nigel held the post of Company Secretary during the BID's first term and was also the community representative on the BID Board of Directors. He was instrumental to Northfield BID being set up, along with other City Centre and local centre BID's within Birmingham.

Nigel's knowledge of BID's, his attention to detail, while keeping the broader

picture in mind, has been invaluable to Northfield. His willingness to put in extra time for the BID and his effort to help the BID through its first term has demonstrated a commitment to excellence that the BID has come to depend upon.

Personally, I owe him a debt of gratitude for all the times that he has helped me keep on track (especially through renewal) and he has been a 'friend to all' with his thoughtfulness and quiet encouragement. His incredible competence and skill to the BID world will be sorely missed.



## Social Media - 'free advertising'

The BID manages 3 Facebook pages and 2 Twitter accounts for businesses and visitors to the Town Centre:

 [www.facebook.com/NorthfieldBID](http://www.facebook.com/NorthfieldBID)

Dedicated to the friends of the town centre who have an interest in its future;

 [www.facebook.com/visitnorthfield](http://www.facebook.com/visitnorthfield)

Provides information for visitors and customers who visit Northfield for the 'retailing plus' experience;

 [www.facebook.com/NorthfieldTownCentreEvents](http://www.facebook.com/NorthfieldTownCentreEvents)

Advertises town centre events and other events outside of the town centre that may be of interest to Northfield's large and diverse customer base;

 [www.twitter.com/northfieldBID](http://www.twitter.com/northfieldBID)

 [www.twitter.com/VisitNorthfield](http://www.twitter.com/VisitNorthfield)

 [www.instagram.com/northfield\\_bid](http://www.instagram.com/northfield_bid)

**Remember to send me in your offers or anything else you wish to promote to people that 'like' or 'follow us' on social media.**

**This is free advertising for you and your business.**

## Movers & shakers in Northfield

### Welcome 😊

**Costa Coffee** - Northfield Shopping Centre

### Movers 😊

**Delight Sleep** - 725 Bristol Road South

**Smart Kitchen** - Change of name 691 Bristol Road South.

**Home Basics** - moved from 719 to 721 Bristol Road South.

### Expanding 😊

**Cash Converters** - 738 taking on 736 Bristol Road South.

### Goodbye 😞

**Coop Travel** - have finally closed their doors. 734 Bristol Road South